A Pageant of Roses

ROEDING'S QUALITY ROSES FOR 1941

GOLDEN STATE Plant Patent No. 303

GOLDEN STATE

. . . Theme Rose of the Golden Gate International Exposition

We are proud to be able to offer you this beautiful new rose which Francis Meilland, famous French hybridizer, created for the Golden Gate International Exposition. Two outstanding features of Golden State are its strong, vigorous growth and the length of its flower stems—12 to 18 inches. Color in spring is lemon-yellow, deepening in summer and autumn to rich golden-yellow. Buds are ovoid and shapely, opening to fully double blooms of 50 to 60 petals. Plant Golden State now while it is new. It will add distinction to your garden.

Price, $1.00 each; 3 for $2.50, postpaid in California.

START RIGHT . . . And Get MORE FUN From Your Rose Garden . . .

There's only one yardstick by which to measure your investment in roses . . . **results!** When your roses win excited exclamations of approval from everyone who sees them, you know that money, time and effort have been well invested.

Success with roses is really easy to attain. Just **start right,** and follow the simple steps for cultivation given on page 6. To start right, plant Roeding's Quality Roses, not merely because we say they're the best, but because they give you **every one** of these 7 essentials for success:—

1. **Every rose is a Number 1 Grade, 2-year-old bush.** (This means strong, healthy, top quality plants that do well from the day you plant them.)
2. Our Roses produce **more blooms,** commencing with the **first** season.
3. The bushes have strong root systems that take hold fast, because of ideal soil and generous spacing in our Growing Grounds.
4. Individually grown with extra care in our own growing grounds, and delivered to you direct from the grower.
5. Each new variety has been field tested, to assure that it gives satisfactory results.
6. Roeding's Quality Roses are critically inspected before delivery or shipment.
7. Our roses, like the statements above, are backed by the responsibility of the West's oldest and largest nursery . . . reliable for 76 years.

SAVE MONEY by Coming to Niles

Customers find it pays to come to Niles, especially those who live within a 75-mile radius of San Francisco Bay. Please note this "bonus" to those who visit our Niles headquarters:—

SPECIAL 10% DISCOUNT Allowed on Quoted Prices
on all Cash Orders of $5.00 or more, taken with you. (Applies to all types of purchases, not roses alone.)

This is in addition to the

Quantity Discounts on Roses
(Does not apply to Special Collections or to Patented Roses.)

DEDUCT 10% FOR 10 TO 25 ROSES
OR 20% FOR 26 ROSES OR MORE

76TH YEAR

California NURSERY CO.

GEORGE C. ROEDING, JR., Pres.

Main Office: NILES, California

Branch Nurseries: **MENLO PARK SACRAMENTO MODESTO FRESNO**

GENERAL LIST

OUR ROSES ARE SHIPPED BARE ROOT. Postpaid in California. Dec. 15 to April 1st. At other seasons most varieties are supplied in containers, with nominal cost of transportation charged to customer.

"Roeding's Quality" BUSH ROSES

HINRICH GAEDE

WARRAWEE (Plant Patent No. 140)

ROCHEFORT (Plant Patent No. 191)

ANGELE PERNET. Buds flaming orange, opening to semi-double blooms of brilliant red-dish-apricot. 65c.

ANGELS MATEU. Plant Patent 174. Big double blooms of rich salmon-coral on a sturdy bush. One of the best. $1.00.

AUTUMN. Burnt orange and red. 65c.

CATALONIA. Fully double, rich carmine; buds stained with orange. New. 75c.

CECIL. Clear yellow single; blooms freely. 65c.

CECILE BRUNNER. Baby rose, small, pointed pink buds. 65c.

CHAS. P. KILHAM. Long slender orange-red buds opening to double orange-rose blooms. 65c.

CONDESSA DE SASTAGO. Inside of petals dark rose, with golden reverse. Sturdy growing plant. 65c.

CYNTHIA. Rich coppery-rose. Good grower; excellent form for cutting. 65c.

DAINTY BESS. Graceful single pink; dark stamens; continuous bloomer; charming. 65c.

DAME EDITH HELEN. Extra fragrant; very double dark pink, long lasting when cut. 65c.

DUCHESS OF ATHOL. Apricot and gold flushed rose. 65c.

DUQUESA DE PENARANDA. Shapely, orange buds; open blooms, golden peach. 65c.

ECLIPSE. Plant Patent 172. Clear yellow; slender buds for cutting. $1.00.

E. G. HILL. Fully double, dark red. 65c.

ETOILE DE HOLLANDE. Brilliant red, strong growing; quite resistant to mildew; fragrant. 65c.

FEDERICO CASAS. Tall, strong growing; brilliant blooms, rose-pink inside petals, yellow on reverse; nice buds. 65c.

FEU JOSEPH LOOYMANS. Elegant, long buds rich apricot; shapely open blooms, apricot yellow. 65c.

F. K. DRUSCHKI. Large white; robust grower. 65c.

GENERAL MacARTHUR. Very fragrant, soft red, fine form. 65c.

GOLDEN EMBLEM. Most popular golden yellow. 65c.

GOLDEN RAPTURE. Exquisitely formed buds, excellent for cutting. Clear yellow; good grower. 75c.

HADLEY. Old favorite; very fragrant, dark red. 65c.

HINRICH GAEDE. Big, shapely, rust-red buds borne singly on very long, strong stems. Open blooms double, rosy-copper with brilliant orange tones and dark veining on outer petals. One of the world's finest roses. 75c.

HOOSIER BEAUTY. Exquisite form and fragrance; velvety-red. 65c.

IMPERIAL POTENTATE. Exceptionally fragrant, rich pink blooms; long lasting when cut; healthy foliage. 65c.

INNOCENCE. Beautiful, large single white. 65c.

IRISH ELEGANCE. Salmon-pink single. 65c.

IRISH FIREFLAME. Brilliant orange-red buds, single apricot flowers; gorgeous red-bronze tones on young foliage. 65c.

ISOBEL. Buds orange-scarlet; single coppery-pink blooms. 65c.

JOANNA HILL. Beautiful long buds, double blooms of creamy yellow. 65c.

K. A. VICTORIA. Pearly white, tinted lemon at center. 65c.

LADY FORTEVIOT. Semi-double, reddish-gold to apricot tones; strong growing, free blooming, brilliant, healthy. 65c.

LADY HILLINGDON. Fine old Tea Rose; apricot yellow. 65c.

LADY MARGARET STEWART. High centered orange,yellow buds veined and splashed scarlet; best in hot weather. 65c.

LAFAYETTE. Cherry red polyantha; flowers in clusters; almost continuous bloomer; makes good low hedge. 65c.

LESLIE DUDLEY. Beautifully formed buds and blooms of salmon pink suffused golden yellow. 65c.

LORD LONSDALE. Perfectly formed buds of buttercup yellow; open flowers strikingly lovely. 75c.

LOS ANGELES. Coral pink; strong growing. 65c.

LUCIA ZULOAGA. A flaming beauty from Spain. Dark, lacquer-red flowers; healthy, glossy foliage. 75c.

LULU. Daintily beautiful; long coral-pink buds of pencil slimness; semi-double blooms. 65c.

MARI DOT. Reddish salmon buds, double blooms of brilliant salmon-pink; sturdy bush with holly-like foliage. 65c.

MATADOR. Plant Patent 170. Large, well formed crimson roses with velvety sheen. $1.00.

MRS. E. P. THOM. Popular yellow rose. 65c.

Bush Roses continued at right.

LET'S GO TO "ROSE HEADQUARTERS!"

✓ . . . say more and more people each year. The advantages are obvious. Here you find one of California's largest rose assortments. Usually you may secure all the varieties you want right here without the alternative of shopping from place to place or accepting unsatisfactory compromises.

Our business volume enables us to serve you economically, and to maintain a permanent staff of men thoroughly qualified by training and experience to advise on selections and rose culture. Not only do you save money (10% discount on cash orders taken with you) but you receive the benefits of ample selection and experienced counsel. Always . . . in all ways . . . it pays to "Go to Rose Headquarters."

ROSE *Debutantes*

The world's loveliest new roses make their bow to you here. Some of them are being introduced for the first time this year. All of them are, as roses go, still newcomers and await your invitation to add their beauty to your garden.

BETTY PRIOR. (1935) Plant Patent 340. Outside of petals dark carmine, inside soft pink; nearly single flowers borne in large clusters. Its continuous blooming makes it a grand garden rose. 85c.

BRAZIER. (1936) Buds burnt orange opening to double flowers of bright scarlet with orange glow. A showy rose for garden color. 75c.

CHRISTOPHER STONE. 1935) The most exciting new red rose offered in many years. Color is blazing crimson with a velvety glow and entirely free from blue tones. Warm, spicy perfume. Buds are shapely and the open bloom fairly double. 75c.

CRIMSON GLORY. (1935) Plant Patent 105. Long pointed buds deep velvety crimson, very fragrant. Open blooms large and semi-double. $1.25.

DR. KIRK. (1940) Named for the 1939 President of the American Rose Society. An outstanding rose in every respect. Buds are long, shapely, orange red; open blooms shade from orange red to coppery rose; far more brilliant than Chas. P. Kilham. Bush is extra strong growing and produces long, strong stems. The most popular rose in our test gardens this year. Stock limited. $1.50.

DICKSON'S RED. (1939) A glowing scarlet rose from Ireland that does not fade or blue in hot sun. Beautiful buds on long, strong stems; delightfully fragrant. $1.25.

MME. HENRI GUILLOT (Plant Patent No. 337)

THREE DEBUTANTES

(Shown in color on this page.)

RAMON BACH (regular price $1.00).
MME. HENRI GUILLOT (regular price $1.25).
MME. CHAS. MALLERIN (regular price $1.50).

A $3.75 VALUE FOR **$3.15** POSTPAID IN CALIFORNIA (Plus State Sales Tax 10c)

With GOLDEN STATE

A $4.75 VALUE FOR **$4.00** POSTPAID IN CALIFORNIA (Plus State Sales Tax 12c)

RAMON BACH (Plant Patent No. 366)

DONALD PRIOR. (1934) A semi-double rose of the new Floribunda type producing masses of flowers in large clusters. Bright scarlet, flushed crimson; good foliage. 85c.

FAIENCE. (1935) Peach, salmon pink and yellow tones combine to give this rose a glowing sheen that justifies its name. 75c.

GOLDEN STATE. (1939) Plant Patent 303. See front cover for description. $1.00.

LA PARISIENNE. (1936) A fine bedding rose with fully double blooms of warm coral-pink which fades to soft China pink in the mature flowers. 75c.

McGREDY'S YELLOW. (1933) Large, buttercup yellow buds of good form opening to fairly double blooms of light yellow. We like this rose for its clear, clean color, healthy foliage and robust growth. 75c.

McGREDY'S SUNSET. (1937) Plant Patent 317. Outside of petals buttercup-yellow tipped with orange, inside chrome-yellow flushed scarlet and orange. Flowers double, medium size and shapely. Holds color well in hot weather. $1.25.

Rose Debutantes continued on next page.

HOW TO HAVE ROSES IN SUMMER

Roses should be kept growing vigorously right through the summer. It is a mistake to attempt forcing them into a dormant condition by withholding water. In late June or early July, remove all weak or interfering branches and cut back tops to a uniform height, removing at least one-third of current season's growth. Apply a good commercial fertilizer such as Gaviota working it lightly into the soil. Follow with a slow, thorough irrigation. As soon as soil is dry enough to work, cultivate to a depth of two or three inches, then apply a mulch of peat or well rotted manure. Continue to irrigate thoroughly at least once a week.

Dust or spray every ten days for mildew control. When new buds are nearly ready to open, apply commercial fertilizer again. Keep withered blooms cut at all times.

When cutting roses for the house, keep in mind that this is part of your pruning. The base of the stem with two or three leaves should be left on the bush. The firm, plump buds at the base of these leaves will immediately start out new growth and will produce blooms in six to seven weeks. If a long stem is left, the buds will be weaker. If no stem base is left, new growth will be slower in starting from old wood.

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RELAX AT HISTORIC "OLD ADOBE"
. . . Now Our Guest Lodge

Symbol of our long years of service is staunch "Old Adobe", famed early California landmark located within our gates. Once the scene of lavish hospitality when Don Jose de J. Vallejo entertained at Rancho Arroyo de la Alameda (now our Growing Grounds) this century-old beauty spot with its intimate garden now invites you to rest and enjoy the peace of its quiet surroundings. Another attraction among the many that await you when you come to Niles.

Rose DEBUTANTES

CONTINUED

MME. CHAS. MALLERIN. (1939) Plant Patent 409. Intensely rich, glowing salmon pink blooms opening from dark coral buds with gold bases. Exactly the same color as Buff Beauty tulips. Of medium size but beautiful form with clean, healthy foliage. We like it very much. $1.50.

MME. HENRI GUILLOT. (1937) Plant Patent 337. Long, shapely buds of orange-red and rose opening to camellia-like, 20-petalled blooms of rich raspberry pink with a gold suffusion. Not only a leader in beauty but also an exceptionally strong growing rose with large, glossy leaves that are unusually resistant to mildew. $1.25.

RAMON BACH. (1937) Plant Patent 366. Apricot-buff buds and rich peach blooms, large and fully double. The bush is like a very vigorous Talisman and produces an abundance of flowers. $1.00.

R. M. S. QUEEN MARY. (1938) Plant Patent 249. A blend of rich salmon and pink that is very brilliant. Buds are of good form and the long, strong stems make this an exceptionally good cutting rose. $1.25.

ROCHEFORT. (1935) Plant Patent 191. We like this seedling of Mrs. P. S. DuPont and Chas. P. Kilham better each year we grow it. Ovoid buds of terra cotta borne singly on nice stems. Fully double blooms shading from terra cotta to rich salmon. Unusually free from mildew damage. $1.00.

SENORA GARI. (1934) An exquisite blend of gold, buff and apricot. Buds not large but of elegant form opening to fairly double blooms. 75c.

SNOWBIRD. (1934) Our favorite white rose. Buds small but exquisitely formed; open blooms very full and double; blooms profusely; nice fragrance. Very effective for garden use when planted in groups of three or more. 75c.

THE DOCTOR. 1939) Buds of perfect form and dark glowing pink color. Open flower medium pink and double. Small but ample foliage on a bush of medium size. $1.00.

TOPAZ. (1938) Plant Patent 300. A charming little, pale yellow polyantha rose that literally covers itself with bloom. Ideal for a border planting; individual blooms of excellent form. $1.00

Roeding's Quality BUSH ROSES

CONTINUED

McGREDY'S IVORY. Warm ivory buds of exceptional size, length and symmetry opening slowly to immense white blooms. Our best white rose. 75c.

MME. BUTTERFLY. Rich shell pink; perfect form, fine fragrance. 65c.

MME. COCHET-COCHET. Plant Patent 129. Lovely salmon pink blooms of good form on long, strong stems. One of the better new roses. $1.00.

MME. JOSEPH PERRAUD. The perfection of form and texture is amazing. Big, long pointed buds of salmon and buff opening to gorgeous golden buff blooms of surpassing beauty. $1.00.

MRS. P. S. DuPONT. Golden yellow buds of medium size but elegant form opening to rich yellow blooms. Outstandingly free blooming and healthy. 65c.

MRS. SAM McGREDY. One of the world's finest roses. Buds of reddish-copper and orange; open blooms coppery pink; foliage bronze. Exceptionally good for cutting. 75c.

OSWALD SIEPER. One of the good new white roses; very large flowers. 65c.

OPHELIA. Pale, shell pink; exquisite form and fragrance. 65c.

PICTURE. All that the name implies. Perfect form in bud and bloom, rich pink color. A beauty for cutting. 75c.

PRES. HERBERT HOOVER. Tall growing; inner petals apricot, outer ones rose red. 65c.

RAPTURE. Fragrant, beautifully formed, shell pink. 65c.

ROUGE MALLERIN. Glowing red, fully double, nice form. 65c.

SATURNIA. Plant Patent 349. Cardinal red on inside of petals, golden on reverse. Buds of elegant form. $1.00.

SHOT SILK. Pink, veined and suffused with yellow. Very healthy foliage. Will thrive in light shade. 65c.

SIGNORA. Plant Patent 201. Orange-cerise buds, blooms pink and gold; very strong growing but compact bush. $1.00.

SISTER THERESE. Tall growing; long, slender golden buds; open blooms light yellow; moderately double. 65c.

SOUTHPORT. Bright red with touch of gold at base; does not blue. Long, pointed buds and double open blooms. Very good. 65c.

SUSAN LOUISE. Two-tone pink with extra long, slender buds just right for cutting. 65c.

TALISMAN. One of the best and most popular roses. 65c.

TEXAS CENTENNIAL. Plant Patent 162. An almost perfect rose for cutting. Fine form and fragrance, long, stout stems, charming rose-red coloring. 75c.

VESUVIUS. Glowing red single rose, golden stamens, nice fragrance; lots of blooms. 65c.

WARRAWEE. Plant Patent 140. Shell pink blooms of attractive form and spicy fragrance. A new rose from Australia. $1.00.

GOLDEN RAPTURE

MRS. P. S. DUPONT

McGREDY'S YELLOW

GUINEE (Patent rights reserved)

STANDARD OR TREE ROSES

"Roeding's Quality" Standard Roses are budded 40 inches above the ground on clean, vigorous canes of IXL stock. They have well ripened two-year-old heads and will produce a fine lot of flowers the first summer after planting. $3.00 each; in lots of 10 or more $2.75 each. **Prices do not include shipping charges.**

ANGELS MATEU
CHRISTOPHER STONE
E. G. HILL
ETOILE DE HOLLANDE
GOLDEN EMBLEM
GOLDEN STATE
HINRICH GAEDE
IMPERIAL POTENTATE
McGREDY'S IVORY
McGREDY'S YELLOW
MME. BUTTERFLY
MME. COCHET-COCHET
MRS. P. S. DuPONT
MRS. SAM McGREDY
PICTURE
PRES. HERBERT HOOVER
TALISMAN

For detailed description see bush roses on pages 2-3-4.

Standard Roses are ideal for formal gardens, along walks or for cemetery planting. In the garden they permit "double decking" by putting annuals or bulbs beneath them.

FLASH (Patent rights reserved)

Planning the ROSE GARDEN

Roses grow best in a sunny location where there is free circulation of air. Plant at least three of a variety to give strength and unity to the design, and to secure a good supply of uniform blooms for cutting. The best planting distance for concentrated color effect is 30 inches or less.

MINIATURE ROSES

These little roses are becoming very popular and the addition of two new colors this year makes it possible to have an entire rose garden in miniature. They are well suited for use in window boxes, as border plants, and to give brilliant spots of color through the summer in rock gardens. When used as house plants avoid placing them in strong sunlight and in drafts.

ROSA ROULETTI. The first of the miniature roses and the ancestor of the newer ones. Flowers of perfect form, double, deep pink; ultimate height 6 to 9 inches. 65c.

BABY GOLD STAR. Patented. Slightly larger than Rouletti. Exquisite yellow buds, double yellow flowers often flushed pink at tips; ultimate height 10 to 12 in. $1.00.

PIXIE. Patented. An elf-like little flower of palest pink, sometimes almost white; blooms most profusely. Ultimate height 8 to 10 inches. $1.00.

TOM THUMB. Plant Patent 169. "A red rosebud the size of a grain of wheat, a bloom that can open in a thimble, a young plant that may be covered with a coffee cup." A perfect, sturdy, little bush that will bloom outdoors from spring until autumn frost. Ultimate height 6 to 9 inches. 65c; 2 for $1.25.

Special* MINIATURE *Collection
1 Baby Gold Star, 1 Pixie, 1 Tom Thumb.
A $2.65 value for **$2.25** postpaid in Calif.

TOM THUMB
A thimbleful of beauty.

Visit "ROSELAND" in BLOOM!

All summer long and well into fall our extensive Rose Fields are ablaze with lovely color. Come often, for the changing seasons bring a succession of new effects throughout our 300 Living Acres and Show Gardens. Many people like to compare our more than 150 rose varieties where they may be seen in bloom side by side, as an aid to making lists.

"Roeding's Quality" CLIMBING ROSES

Roeding's Quality Climbing Roses planted against your garage walls, fences and other bare spaces will bring a wealth of colorful beauty to your garden. One climber will give 5 to 10 times as many buds for cutting as will the most vigorous growing bush rose.

Our climbing roses are shipped bare root, postpaid in California from December 15 to April 1st. After that date most varieties can be supplied in containers with nominal transportation costs at customer's expense. Most climbing roses do not bloom profusely the first year.

AMERICAN PILLAR. Single, rosy-pink, white eye; clusters. 65c.

BANKSIA DOUELE YELLOW. Blooms March and April; no thorns. 65c.

BELLE OF PORTUGAL. Rampant grower; big light pink blooms in early April. 65c.

CHEROKEE PINK. Early, single, clear pink blooms. 65c.

CLG. CECILE BRUNNER. Perfect buds and blooms of small size borne profusely on a vigorous climber. 65c.

CLG. CHAS. P. KILHAM. A beauty for cutting. Long coppery-rose buds of lovely form; brilliant double blooms. 65c.

CLG. DAINTY BESS. Almost continuuos bloom. Two-tone pink, single flowers of delicate charm borne on an exceptionally vigorous climber. 65c.

CLG. ETOILE DE HOLLANDE. The most satisfactory all-round red climbing rose. Has rich color, good form, delicious fragrance. 75c.

CLG. GOLDEN EMBLEM. Lovely red and gold buds on extra long, strong stems and opening to double flowers of clear yellow. 75c.

CLG. HOOSIER BEAUTY. Elegant form, rich spicy fragrance, velvety red color. 65c.

CLG. K. A. VICTORIA. A favorite white climber; good buds for cutting. 65c.

CLG. LADY HILLINGDON. Apricot-yellow; bronzy foliage. 65c.

CLG. MME. BUTTERFLY. Slender, shapely shell pink buds; fragrant. 65c.

CLG. MME. EDOUARD HERRIOT. Coral pink and orange. 65c.

CLG. PRES. HERBERT HOOVER. Rampant climber; flowers same as bush form. 65c.

CLG. ROSE MARIE. Deep rose-pink buds and blooms of perfect form. 65c.

CLG. SHOT SILK. Copper-pink buds, pink blooms shot with yellow. Will tolerate some shade. 65c.

CLG. TALISMAN. Vigorous climber; flowers same as bush form. 65c.

FLASH. (1938) Patent applied for. Luminous orange-scarlet petals with gold reverse. Climbs vigorously and blooms almost continuously from April to November. The most brilliant climbing rose yet introduced. $1.00.

GUINEE. (1938) Glowing, velvety-red blooms with showy golden stamens and delicious fragrance. Produces numercus slender graceful branches. A fine new red climber. $1.00.

LA REVE. Clear yellow, semi-double blooms in April and May. Makes a grand display for several weeks. 65c.

MARECHAL NIEL. An old favorite; fully double, lemon yellow blooms, richly fragrant. 75c.

MME. GREGOIRE STAECHELIN. (Spanish Beauty). Inner petals pearl pink, outer ones deep rose; shapely and fragrant. 65c.

PAUL'S SCARLET CLIMBER. Vivid scarlet, double flowers in great profusion. 65c.

REVEIL DIJONNAIS. Semi-double, rose-pink with golden centers; brilliant and vigorous; new. 75c.

RUTH ALEXANDER. Plant Patent 178. Slender buds of orange, red-tipped; open flowers orange and peach, much like Angele Pernet; exceptionally beautiful foliage and a vigorous grower. $1.25.

SILVER MOON. Semi-double white flowers; rampant climber. 65c.

Rose COLLECTIONS *for* 1941

PICTURE

From our most popular roses we offer each year specially priced collections. These collections are particularly suitable for the beginner in rose growing who wishes to get a good foundation for a rose garden.

ROSEBUD COLLECTION

These 4 roses have exceptionally beautiful buds for cutting. Three of these collections will fill your home with lovely blooms from April to November.

CHRISTOPHER STONE. Brilliant red.
MME. J. PERRAUD. Salmon and buff.
MRS. P. S. DUPONT. Golden yellow.
PICTURE. Clear, medium pink.

A $2.90 value for **$2.25** (Plus 7c Sales Tax)
3 ROSEBUD COLLECTIONS — 12 roses — **$6.00** (Plus 18c Sales Tax)

OLD ADOBE DOZEN

We named this collection after "Old Adobe" our century-old Guest Lodge, because it symbolizes the color, sturdiness and permanence of these thoroughly tested and beautiful roses. (See inside pages for detailed description.)

DUQUESA DE PENARANDA
E. G. HILL
FAIENCE
GOLDEN RAPTURE
HINRICH GAEDE
LADY FORTEVIOT
MARI DOT
McGREDY'S IVORY
MRS. P. S. DUPONT
MRS. SAM McGREDY
RAPTURE
SOUTHPORT

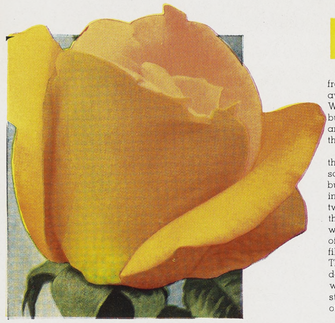
$8.40 Value for **$6.75** (Plus 20c Sales Tax)

SIX NEW ROSES

Add new color and interest to your rose garden with these finer new roses at moderate prices. (Full description inside.)

BRAZIER
CHRISTOPHER STONE
LA PARISIENNE
McGREDY'S YELLOW
SONORA GARI
SNOWBIRD

$4.50 Value for **$3.90** (Plus 12c Sales Tax)



MME. JOSEPH PERRAUD

HOW TO GROW ROSES

PLANTING. When rose bushes are received from the nursery, unpack them carefully. Cut away any dead or bruised roots or branches. When you are planting, put the roses in a bucket of water and take them out only as you are ready to put them in the soil. Do not expose them to drying winds.

Dig the hole large enough to accommodate the roots without cramping them. Mound up soil slightly in the bottom of the hole so the bush will set firmly on the earth with roots slanting downward and outward. Fill in the earth two-thirds of the way, tramping it down firmly, then pour in 5 or 10 gallons of water. When water has soaked away, fill in with soil to top of hole but do not tramp. When soil is settled fill in with more soil if necessary to level bed. The rose bush should have been planted at a depth that will bring the bud union just level with the settled surface of the soil. Any growth starting from below the bud union should be cut off close up to the root.

WATERING. When rainfall is not sufficient to keep ground moist, roses should be given a thorough soaking at least once a week. In hot, dry weather more frequent watering may be necessary. The best method of watering is by means of trenches around the plants into which water may run slowly to soak deeply into the soil. Where the soil is stiff and hard, it is advisable to supply a mulch of peat or decayed vegetable matter to conserve moisture.

FERTILIZING. A good mulch of fairly fresh cow manure while the roses are dormant is most beneficial. We recommend GAVIOTA as a good commercial fertilizer for roses.

PRUNING. Pruning is done to encourage vigorous new growth and to remove weak, worthless branches. Roses should be pruned back to six or eight inches when planted. At the end of the first growing season each of these main branches should have one or two new branches. Cut these new branches back to about six inches; removing any weak growth and also any branches that crowd or grow in to the center of the bush.

December 15 to March 1 is the best season for dormant pruning. A light pruning may be given in summer when weak and interfering branches should be removed and the bushes cut back about one-third. Fertilizing and a thorough soaking following this summer pruning will produce a fine crop of autumn roses.

CHRISTOPHER STONE

CALIFORNIA NURSERY CO.
NILES, CALIFORNIA
Postmaster: Return Postage Guaranteed.

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A Pageant of Roses

ROEDING'S QUALITY ROSES FOR 1941

GOLDEN STATE Plant Patent No. 303

GOLDEN STATE

. . . Theme Rose of the Golden Gate International Exposition

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START RIGHT . . . And Get MORE FUN From Your Rose Garden . . .

There's only one yardstick by which to measure your investment in roses . . . **results!** When your roses win excited exclamations of approval from everyone who sees them, you know that money, time and effort have been well invested.

Success with roses is really easy to attain. Just **start right,** and follow the simple steps for cultivation given on page 6. To start right, plant Roeding's Quality Roses, not merely because we say they're the best, but because they give you **every one** of these 7 essentials for success:—

1. **Every rose is a Number 1 Grade, 2-year-old bush.** (This means strong, healthy, top quality plants that do well from the day you plant them.)
2. Our Roses produce **more blooms,** commencing with the **first** season.
3. The bushes have strong root systems that take hold fast, because of ideal soil and generous spacing in our Growing Grounds.
4. Individually grown with extra care in our own growing grounds, and delivered to you direct from the grower.
5. Each new variety has been field tested, to assure that it gives satisfactory results.
6. Roeding's Quality Roses are critically inspected before delivery or shipment.
7. Our roses, like the statements above, are backed by the responsibility of the West's oldest and largest nursery . . . reliable for 76 years.

SAVE MONEY by Coming to Niles

Customers find it pays to come to Niles, especially those who live within a 75-mile radius of San Francisco Bay. Please note this "bonus" to those who visit our Niles headquarters:—

SPECIAL 10% DISCOUNT Allowed on Quoted Prices on all Cash Orders of $5.00 or more, taken with you. (Applies to all types of purchases, not roses alone.)

This is in addition to the Quantity Discounts on Roses
(Does not apply to Special Collections or to Patented Roses.)
DEDUCT 10% FOR 10 TO 25 ROSES OR 20% FOR 26 ROSES OR MORE

76TH YEAR **California NURSERY CO.**

GEORGE C. ROEDING, JR., Pres.

Main Office: NILES, California

Branch Nurseries: **MENLO PARK SACRAMENTO MODESTO FRESNO**

Rose COLLECTIONS for 1941

PICTURE

From our most popular roses we offer each year specially priced collections. These collections are particularly suitable for the beginner in rose growing who wishes to get a good foundation for a rose garden.

•

ROSEBUD COLLECTION

These 4 roses have exceptionally beautiful buds for cutting. Three of these collections will fill your home with lovely blooms from April to November.

CHRISTOPHER STONE. Brilliant red.
MME. J. PERRAUD. Salmon and buff.
MRS. P. S. DUPONT. Golden yellow.
PICTURE. Clear, medium pink.

A $2.90 value for **$2.25** (Plus 7c Sales Tax)

3 ROSEBUD COLLECTIONS — 12 roses — **$6.00** (Plus 18c Sales Tax)

•

OLD ADOBE DOZEN

We named this collection after "Old Adobe" our century-old Guest Lodge, because it symbolizes the color, sturdiness and permanence of these thoroughly tested and beautiful roses. (See inside pages for detailed description.)

DUQUESA DE PENARANDA
E. G. HILL
FAIENCE
GOLDEN RAPTURE
HINRICH GAEDE
LADY FORTEVIOT
MARI DOT
McGREDY'S IVORY
MRS. P. S. DUPONT
MRS. SAM McGREDY
RAPTURE
SOUTHPORT

$8.40 Value for **$6.75** (Plus 20c Sales Tax)

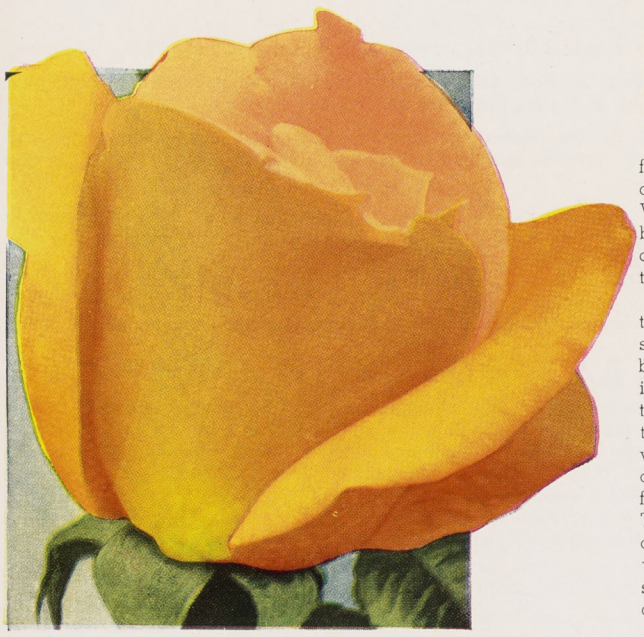
•

SIX NEW ROSES

Add new color and interest to your rose garden with these finer new roses at moderate prices. (Full description inside.)

BRAZIER
CHRISTOPHER STONE
LA PARISIENNE
McGREDY'S YELLOW
SONORA GARI
SNOWBIRD

$4.50 Value for **$3.90** (Plus 12c Sales Tax)



MME. JOSEPH PERRAUD

HOW TO GROW ROSES

PLANTING. When rose bushes are received from the nursery, unpack them carefully. Cut away any dead or bruised roots or branches. When you are planting, put the roses in a bucket of water and take them out only as you are ready to put them in the soil. Do not expose them to drying winds.

Dig the hole large enough to accommodate the roots without cramping them. Mound up soil slightly in the bottom of the hole so the bush will set firmly on the earth with roots slanting downward and outward. Fill in the earth two-thirds of the way, tramping it down firmly, then pour in 5 or 10 gallons of water. When water has soaked away, fill in with soil to top of hole but do not tramp. When soil is settled fill in with more soil if necessary to level bed. The rose bush should have been planted at a depth that will bring the bud union just level with the settled surface of the soil. Any growth starting from below the bud union should be cut off close up to the root.

WATERING. When rainfall is not sufficient to keep ground moist, roses should be given a thorough soaking at least once a week. In hot, dry weather more frequent watering may be necessary. The best method of watering is by means of trenches around the plants into which water may run slowly to soak deeply into the soil. Where the soil is stiff and hard, it is advisable to supply a mulch of peat or decayed vegetable matter to conserve moisture.

FERTILIZING. A good mulch of fairly fresh cow manure while the roses are dormant is most beneficial. We recommend GAVIOTA as a good commercial fertilizer for roses.

PRUNING. Pruning is done to encourage vigorous new growth and to remove weak, worthless branches. Roses should be pruned back to six or eight inches when planted. At the end of the first growing season each of these main branches should have one or two new branches. Cut these new branches back to about six inches; removing any weak growth and also any branches that crowd or grow in to the center of the bush.

December 15 to March 1 is the best season for dormant pruning. A light pruning may be given in summer when weak and interfering branches should be removed and the bushes cut back about one-third. Fertilizing and a thorough soaking following this summer pruning will produce a fine crop of autumn roses.

CHRISTOPHER STONE

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NILES, CALIFORNIA
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